



BC Dairy Association selects Jeremy Dunn as new General Manager

BURNABY, BC – September 12, 2019

The BC Dairy Association (BCDA) Board of Directors is pleased to announce that Jeremy Dunn has been selected as the new General Manager.

Mr. Dunn brings 20 years of success in business and association leadership, in addition to an extensive background in strategic communications and journalism. He comes to BCDA from Mowi Canada West, where he led community and indigenous relations as part of the Executive Leadership Team.

Mr. Dunn previously served as the Executive Director of the BC Salmon Farmers Association, where he helped grow the salmon aquaculture sector and bring ocean farmers closer to BC's traditional agriculture community through the BC Agriculture Council. He has a proven track record of strategic communications planning, building public trust, and government advocacy.

Mr. Dunn will lead all aspects of BCDA operations, including the development of innovative marketing and nutrition education strategies to further market growth. In addition, he will be serving the interests of BC dairy producers through policy development and effective public and government relations.

"I am thrilled to welcome Jeremy as our General Manager," says Holger Schwichtenberg, Chair of the BCDA Board. "Jeremy brings a wealth of management experience. We are confident that our organization will benefit from his demonstrated ability to implement strategic vision and build relationships with stakeholders."

"On behalf of the Board, I would also like to extend our sincerest gratitude to Ken Miller for his leadership as Interim General Manager since Paul Hargreaves' departure earlier this year," adds Schwichtenberg.

For more information please contact:

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The BC Dairy Association (BCDA) is a not-for-profit organization that represents the BC dairy industry, by advancing the legitimate business interests of BC's dairy farmers and by raising awareness of the dynamic, economically sustainable nature of the industry, which consistently supplies high-quality products to consumers. BCDA implements innovative advertising, promotion and nutrition education programs and advocates for producers' concerns, such as the environment, animal welfare, product safety, employee training, trade and regulatory matters.